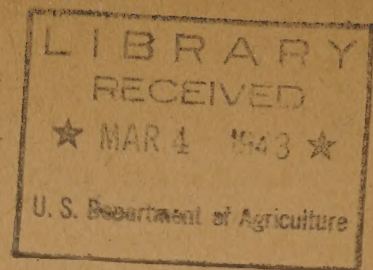


UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE
Washington, D. C.



NATIONAL 4-H MOBILIZATION WEEK
FEBRUARY 6-14, 1943

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1943
Reserve

National 4-H Mobilization Week will be observed February 6 to 14, 1943, following both Farm Mobilization Day, January 12, and the period for the sign-up campaign.

PURPOSES

1. To provide 4-H members an opportunity to decide what their own responsibilities shall be in achieving the family production and conservation goals agreed upon by the family.
2. To encourage 4-H members of each county to produce foods at least equivalent to the amount needed by the rural men and women now in the armed services from each such county. The 4-H members of Jackson, County, Tex., have already achieved this goal for 1942. They raised a sufficient quantity of food to feed the 274 young men now in the armed services from that county.
3. To enlist as many young people eligible for membership as possible in all rural areas, particularly those living on farms, in some phase of the 4-H Club war program.
4. To give every member already enlisted an opportunity to reaffirm his intention of carrying his goals to completion.
5. To help every member check on the 4-H Club work which has already been started in terms of how it will contribute to the family production and conservation goals and how it will contribute also toward the total amount needed by the rural men and women of each county, now in the armed services. This check to be made by each member. In addition, members should check on available supplies, instructions, and record forms needed.

National Plans for the Week

1. Appropriate messages from high officials.
2. Talks on 4-H Club work in the Senate and House of Representatives.
3. National broadcast of Farm and Home Hour, Blue Network, February 6.
4. National broadcast, Youth Parade, CBS, February 13.
5. Plugs over Farm and Home Hour during week.
6. Use of motion pictures on 4-H Club work.
7. Plugs for week on commercial radio programs.
8. Magazine articles.
9. Weekly papers.
10. Editorials in newspapers.
11. 4-H window displays by some large companies having retail stores throughout country.
12. The National Committee on Boys and Girls Club Work, 59 East Van Buren Street, Chicago, Ill., will supply two posters that can be used for Mobilization Week and also for several months afterward.
13. The National Committee, in addition, will be able to supply Victory pins; stickers for envelopes and letterheads; 4-H Club caps similar to those worn at National 4-H Club Congress; and other services that will be mentioned at a later date.

Suggested State Plans for the Week

1. Proclamation or message by the Governor of each State.
2. State broadcasts over local stations.
3. Plugs for week on commercial radio programs over local stations..
4. Encouragement of 4-H window displays throughout the State.
5. Magazine articles
6. Weekly papers.
7. Editorials in newspapers.

8. Use of motion pictures on 4-H Club work.
9. Distribution of window cards indicating homes of club members.
10. Recognition of former 4-H members in armed forces.

Suggested County Plans for the Week

1. Publicity on the purpose of Mobilization Week.
2. Meetings of 4-H members and leaders enrolled to check on work already done and future plans.
3. Enlistment of special 4-H leaders on a neighborhood basis.
4. Enlistment of young people eligible for membership.
5. Publicity for goals set, based on 1942 achievements and the amount of food needed for the boys and girls in the armed services from the county.
6. Use of aids such as circular letters, leaders, leader meetings, 4-H recognition meetings, radio notices, talks by prominent citizens.
7. Displays of 4-H products in windows of local banks and stores.
8. Parade of 4-H members on February 6 to 13 in county seat or some local town.
9. Articles on 4-H Club work in local newspapers.
10. Publicity regarding national and State events in connection with National 4-H Mobilization Week.
11. Announcement at end of week regarding number of 4-H members enrolled and number of men and women volunteering as local 4-H leaders.
12. Recognition of former 4-H members in armed forces.
13. Distribution of suitable literature to each 4-H volunteer leader and member.
14. Publicity for "musts" to be included in every 1943 4-H war program.
 - a. We must help to produce sufficient foods, fats, and fibers for our armed forces, our allies, and for our civilian needs.
 - b. We must help to produce and conserve sufficient food for needs of our own families.

- c. We must help to conserve essential materials and equipment and buy only what is necessary in accordance with good money management.
- d. We must be ready for more rationing, realizing that rationing means sharing.
- e. We must participate in special wartime activities such as collecting scrap, purchasing war bonds and stamps, protecting property against fire, and protecting civilians against air raids, and other war hazards.
- f. We must help to relieve the farm labor shortage on our own farms and those of our neighbors.
- g. We must help to develop the esprit de corps on the part of all rural young people so essential in the prosecution of the war.
- h. We must ask ourselves before deciding what to do, "Will it contribute to winning the war?"

15. Publicity for 1942 achievements of 4-H Clubs in carrying out their national war goals and establishment of new goals for 1943.

- a. They produce and conserve needed food supplies for home and abroad.

	National results 1942	Local results 1942	Local goals 1943
Garden products	3,000,000 bushels	_____	_____
Poultry products	6,500,000 birds	_____	_____
Dairy cattle	85,000 head	_____	_____
Swine	300,000 head	_____	_____
Other livestock	250,000 head	_____	_____
Peanuts, soybeans, other legumes	11,000,000 pounds	_____	_____
Products canned	14,000,000 jars	_____	_____

- b. They save for victory.

	National results 1942	Local results 1942	Local goals 1943
Scrap metal collected	146,000,000 pounds	_____	_____
Rubber collected	23,000,000 pounds	_____	_____
Paper, rags, and burlap collected	24,000,000 pounds	_____	_____
War bonds or stamps purchased	6,000,000	_____	_____
Members increasing farm fuel supplies	212,000	_____	_____
Members participating in 4-H fire prevention activities	415,000	_____	_____

c. They develop their health and that of the community.

Members having periodic health examinations	200,000	_____	_____
Members checking food and health habits	800,000	_____	_____
Meals prepared in keeping with nutritional needs of family	7,000,000	_____	_____
Members taking first aid and home nursing	140,000	_____	_____

d. They acquire useful technical and mechanical skills to meet wartime needs.

Members repairing and remaking clothing	500,000	_____	_____
Members canning, drying, storing needed food supplies	300,000	_____	_____
Members caring for or repair- ing farm machinery	275,000	_____	_____
Members engaging in air-raid activities	25,000	_____	_____
Members engaging in other de- fense activities	450,000	_____	_____

- e. They help to interpret the Nation's war program to the community.
- f. They practice democratic procedures and learn how to appreciate better the democratic way of life.
- g. They discuss at their club meetings some of the important social and economic forces now at work and steps to take in developing the "good neighbor" spirit at home and abroad.

For New Club Agents

A manual of suggestions for carrying out the 1942 Mobilization was issued early in the year. If you cannot find a copy of this manual in your files, ask your State leader for a copy. The methods and techniques for publicizing the campaign hold good this year and you will find many helpful suggestions for membership drives, window displays, window demonstrations by 4-H teams, and other ideas. You will also find a series of letters for leaders, new members, current members, and former members. A limited edition has been reprinted to replace those lost through personnel changes.

STATE LEADERS: Because the time is so short, we suggest you advise us immediately of your estimated need for replacement copies of the Mobilization Manual. The copies will be shipped on receipt of your letter, and a few additional copies will be available later.

LET US MAKE NATIONAL 4-H MOBILIZATION WEEK
AS MEANINGFUL AS POSSIBLE TO EVERY 4-H CLUB
MEMBER AND AS EFFECTIVE AS POSSIBLE IN
CONNECTION WITH THE ENTIRE FARM PROGRAM
GEARED FOR VICTORY IN WAR AND PEACE.

M. L. WILSON